

Course Syllabus

“Tourism and Economic Geography”

I. IDENTIFICATION

- ✓ **Subject Name:** Tourism and Economic Geography
- ✓ **Code:** 103749
- ✓ **Degree:** Bachelor's Degree in Hotel Management
- ✓ **Academic year:** 2016-2017
- ✓ **Type of subject:** Compulsory
- ✓ **Number of credits-ECTS (hours):** 6 (150)
- ✓ **Period of instruction:** Second semester
- ✓ **Language:** English
- ✓ **Teacher:** Esteve Dot Jutglà

II. PRESENTATION

The course studies the phenomenon of tourism from a territorial perspective, based on theoretical concepts and methodologies of Economic Geography. The analysis covers the various territorial elements of the tourism system, in particular, tourist locational factors and tourist resources. Additionally, it analyzes the historical development of tourism and the current situation of tourism destinations at different scales. The subject introduces methods and techniques to locate tourism activities in the territory as well as techniques to evaluate the impacts of tourism on destination. Finally, it addresses spatial and urban planning as well as land management techniques to assist decision making in public policies in order to face the challenge of sustainability principles applied to tourism.

III. EDUCATIONAL OBJECTIVES, SPECIFIC SKILLS AND LEARNING OUTCOMES

OBJECTIVES OF KNOWLEDGE

At the end of the course, the student should:

1. Understand the tourism phenomenon from a spatial and evolutionary point of view.
2. Know the tourism resources and the factors influencing tourist location within the territory.

3. Know the historical evolution of tourism activities and the characteristics of the main types of tourist attractions.
4. Develop some basic models applied in specific case studies to understand patterns of location of tourist activities.
5. Analyze what is the impact on tourism destinations, stimulating in students their critical and analytical capacity to identify these impacts.
6. To work on the concepts of sustainability and sustainable tourism.
7. Know the instruments of planning and management of tourist destinations.
8. Know and differentiate the main national and international tourist flows and destinations.
9. Demonstrate achieving a minimal knowledge of world, Spanish and Catalan geography.

SPECIFIC SKILLS AND LEARNING OUTCOMES

CE1. Demonstrate knowledge and understanding of the basic principles of accommodation and restaurant businesses in all its dimensions, departments, activities and areas in the context of tourism sector.

LEARNING OUTCOMES

CE1.7. Identify the basic principles of the hotel and catering industry from a geographical point of view

CE13. Identify and evaluate the elements that govern activities in the hotel and restaurant sectors, as well as its interaction with the environment and impacts.

LEARNING OUTCOMES

CE13.6 Identify elements of the geography of world tourism, as well as major territorial, heritage and cultural tourist resources.

IV. TRANSVERSAL SKILLS

CT1. Develop a capacity to learn independently.

CT4. Handle communication techniques at all levels.

CT7. Plan, organize and coordinate teamwork, creating synergies and negotiating and managing conflicts.

V. AGENDA AND CONTENTS

1. Introduction: tourism and tourist territory
 - 1.1. Tourism and tourism system
 - 1.2. The factors of location of tourist activities
 - 1.3. Resources and tourist offer
 - 1.4. Historical development of tourism

2. Geography of destinations and tourist areas
 - 2.1. Main regions and worldwide tourist destinations
 - 2.2. Tourism in Spain and Catalonia
 - 2.3. The diversity of tourist areas: coastal, urban, rural and mountain

3. Modelling the location of tourism activities in the territory
 - 3.1. The Network Theory: connectivity and accessibility between places.
 - 3.2. The Population Potential Model and other interaction models for the delimitation of areas of influence
 - 3.3. The creation of tourist clusters

4. Tourism and sustainability
 - 4.1. Impacts of tourism
 - 4.2. Tourist destinations and sustainability
 - 4.3. Instruments of urban planning
 - 4.4. Tourism planning: Spatial Planning in Catalonia and other areas. Sectorial Plans
 - 4.5. The management of tourist destinations
 - 4.6. Environmental protected natural areas

VI. RECOMMENDED READING

- ANTON, S. & GONZÁLEZ, F. (coords.) (2007). *A propósito del turismo: la construcción social del espacio turístico*. Barcelona: Ed. UOC.
- BARRADO, A. & CALABUIG, J. (eds.) (2001). *Geografía mundial del turismo*. Madrid: Ed. Síntesis.
- BLASCO, A. (2006). *Tipologías turísticas*. Girona: Xarxa d'Escoles de Turisme.

- COOPER, C. *et al.* (2008). *Tourism: Principles and Practice*. London: Financial Times - Prentice Hall
- FRAGUELL, R.M^a. (coord.) (1998). *Turisme sostenible a la Mediterrània*. Girona: Brau Edicions–EcoMediterrània.
- FULLANA, P. & AYUSO, S. (2001). *Turisme sostenible*. Barcelona: Rubes.
- HAGGET, P. *et al.* (1977). *Locational analysis in human geography. Vol. I: Locational models. Vol. II: Locational methods*. London: Edward Arnold.
- LÓPEZ PALOMEQUE, F. (dir.) (2009). *Atles del turisme a Catalunya*. Barcelona: Generalitat de Catalunya (consultable a: www.atlesturismecatalunya.cat).
- LÓPEZ PALOMEQUE, F. & CÀNOVES, G. (eds.) (2014). *Turismo y territorio. Innovación, renovación y desafíos*. Valencia: Crónica.
- MESPLIER, A. & BLOC-DURAFFOUR, P. (2000). *Geografía del turismo en el Mundo*. Madrid: Síntesis.
- PRIESTLEY, G.K. & LLURDÉS, J.C. (dirs.) (2007). *Estrategia y gestión del turismo en el municipio*. Bellaterra: Servei de Publicacions de la UAB.
- ROBINSON, G.M. (1998). *Methods and techniques in human geography*. New York: Wiley.
- SEGUÍ, J.M. & PETRUS, J.M.. (1991). *Geografía de redes y sistemas de transporte*. Madrid: Síntesis.
- VERA, J.F. (coord.) (2011). *Análisis territorial del turismo y planificación de destinos turísticos*. València: Tirant Lo Blanch.
- WILLIAMS, S. (2009). *Tourism geography: a new synthesis*. London & New York: Routledge.
- WILLIAMS S. & LEW A.A. (2015). *Tourism Geography: Critical Understandings of Place, Space and Experience*. London & New York: Routledge.

VII. TEACHING METHODS

The course has three operating tools:

a) Methodology for the Theoretical Section

In class lectures during eleven weeks. The classes will have visual support (Power Point presentations).

b) Methodology for Practical Section

Practices related to the theoretical part of the course. The seminars involve the delivery of a document on paper or digital form for evaluation. Occasionally we will use specialized software.

c) The Virtual Campus

Campus Virtual platform will be used to complement information and alternative means of communication between students and teacher. In the Virtual Campus it will be complementary material in digital format, covering theory, course syllabus, as well as the information on the assignments.

VIII. EVALUATION

A) CONTINUES EVALUATION

The evaluation of this course consists of the following system:

- a) Two exams, covering course material, 60% of the final grade.
- b) Practical exercises submitted within the deadline, 40% of the final grade.

In order to have a final mark, students must obtain (in a and b) at least 4 out of 10 points.

B) SINGLE ASSESSMENT: Final exam (all content).

Date and time established by the academic calendar in the Official Programming Centre (EUTDH).

There will be one final exam for all groups.

IX. ORGANISATION OF TIME STUDENT'S DEDICATION

Type of activity	Activity	Hours	ECTS	LEARNING OUTCOMES
Guided Activity	Theoretical classes	44	1.76	CE1.5, CE5.5
Supervised Activity	Tutorials	15	0.6	CE1.5, CE5.5, CT4
Independent Activities	Reports	38	1.52	CE1.5, CE5.5, CT1, CT2, CT10
	Study and	53	2.12	CE1.5, CE5.5, CT4

	readings			
TOTAL		150	6	

X. TIME TEACHING

WEEK	THEME	METHOD	HOURS
1	1	Theoretical class + seminar	3+1
2	1	Theoretical class + seminar	3+1
3	1	Theoretical class + seminar	3+1
4	2	Theoretical class + seminar	3+1
5	2	Theoretical class + seminar	3+1
6	2	Theoretical class + seminar	3+1
7	3	Theoretical class + seminar	3+1
8	3	Theoretical class + seminar	3+1
9	3	Theoretical class + seminar	3+1
10	4	Theoretical class + seminar	3+1
11	4	Theoretical class + seminar	3+1

XI. ENTREPRENEURSHIP AND INNOVATION

One of the practical works of the course is to prepare an oral presentation in class, encouraging communication skills of future professionals on the tourism industry.